

## Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 /033 W  
-----171420Z 038183 /50

R 091230Z MAY 77 ZDK  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 8270  
INFO AMEMBASSY ABU DHABI  
AMEMBASSY AMMAN  
AMEMBASSY ALGIERS  
AMEMBASSY CAIRO  
AMEMBASSY DAMASCUS  
AMEMBASSY DOHA  
AMEMBASSY KUWAIT  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT  
AMEMBASSY RABAT  
AMEMBASSY SANA  
AMEMBASSY TEHRAN  
AMEMBASSY TUNIS  
AMEMBASSY TRIPOLI  
AMCONSUL DHAHRAN  
AMCONSUL CASABLANCA  
USINT BAGHDAD

UNCLAS SECTION 1 OF 2 JIDDA 3370

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJ: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE-  
SAUDI ARABIA

REF: (A) STATE 081091, (B) JIDDA 2268, (C) 76 JIDDA  
A-141, (D) DRAFT FY 1978 CCP

1. POST RECOMMENDS FOLLOWING TRADE PROMOTIONS FOR  
FY 1979. MORE DETAILED JUSTIFICATIONS ARE CONTAINED  
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IN REFERENCED JIDDA MESSAGES.

2. A) COMMUNICATIONS EQUIPMENT AND SYSTEMS. SUMMARY  
RATIONALE: SAG BUDGETING \$4 BILLION OVER NEXT THREE  
YEARS IN THIS SECTOR FOR DOMESTIC AND INTERNATIONAL  
COMMUNICATIONS, AND INTER- AND INTRA-OFFICE SYSTEMS.  
B) TRADE MISSION

C) EARLY SEPTEMBER 1978.

3. A) HEALTH CARE EQUIPMENT AND SERVICES. SUMMARY  
RATIONALE: TO FOLLOW UP AS QUICKLY AS POSSIBLE THE  
SUMMER 1977 VISIT TO U.S. PLANNED BY MINISTER OF HEALTH  
AND TO TAKE ADVANTAGE OF \$7 BILLION SAG BUDGET  
THIS SECTOR OVER FIVE-YEAR PLAN. BEST TIMING  
EARLY 1978.

B) TRADE MISSION.

C) OCTOBER 1978.

4. A) AVIONICS AND GROUND SUPPORT EQUIPMENT. SUMMARY  
RATIONALE: TO TAP ONE OF WORLD'S FASTEST GROWING  
AVIONICS MARKETS, WHOSE PROJECTS INCLUDE THREE MULTI  
BILLION DOLLAR AIRPORTS AND RELATED FACILITIES TO SERVICE  
EVER GROWING PASSENGER VOLUME, INCLUDING ANNUAL  
PILGRIMAGE WHICH BRINGS OVER MILLION PILGRIMS BY AIR  
TO JIDDA AREA ANNUALLY.

B) TRADE MISSION OR SEMINAR MISSION

C) JANUARY 1979.

5. A) INSTITUTIONAL EQUIPMENT AND FURNITURE. SUMMARY  
RATIONALE: SAG AND PRIVATE SECTOR BUILDING PROGRAMS  
REQUIRE EQUIPMENT FURNISHINGS FOR HOMES AND OFFICES  
IN EXISTING AND NEW CITIES AND MILITARY CANTONMENTS,  
NEW INDUSTRIAL TOWNS AND PILGRIMAGE FACILITIES. SCALE  
OF CONSTRUCTION AND RESULTING EQUIPMENT NEEDS IS IN  
BILLIONS OF DOLLARS RANGE.

B) TRADE MISSION OR EXHIBITION, IF LATTER HAS NOT  
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TAKEN PLACE IN DHAHRAN BEFORE THIS TIME.

C) MARCH 1979.

6. A) EDP EXHIBITION, DHAHRAN CONSULATE GROUNDS.  
SUMMARY JUSTIFICATION: THIS IS POSSIBLE OPTION  
BECAUSE OF EXISTING INEXPENSIVE FACILITIES FOR SMALL  
EXHIBITION, AS SUGGESTED STATE 087112, WITH TARGET  
AUDIENCE OF ENTIRE GULF AREA. IDEA WILL HAVE TO BE  
EXPLORED MORE FULLY

B) SOLO EXHIBITION

C) FEBRUARY 1979

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 /033 W  
-----171423Z 038250 /50

R 091230Z MAY 77 ZDK  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 8271  
INFO AMEMBASSY ABU DHABI  
AMEMBASSY AMMAN  
AMEMBASSY ALGIERS  
AMEMBASSY CAIRO  
AMEMBASSY DAMASCUS  
AMEMBASSY DOHA  
AMEMBASSY KUWAIT  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT  
AMEMBASSY RABAT  
AMEMBASSY SANA  
AMEMBASSY TEHRAN  
AMEMBASSY TUNIS  
AMEMBASSY TRIPOLI  
AMCONSUL DHAHRAN  
AMCONSUL CASABLANCA  
USINT BAGHDAD

UNCLAS SECTION 2 OF 2 JIDDA 3370

7. A) WATER RESOURCES AND RELATED PRODUCTS AND  
SERVICES. SUMMARY RATIONALE: WATER DEVELOPMENT  
REMAINS PRECIOUS AND INEXHAUSTIBLE THEME HERE.  
DESALINATION PROGRAMS WILL COST \$15 BILLION; WELL  
DRILLING, URBAN WATER DISTRIBUTION SYSTEMS AND WASTE  
DISPOSAL SYSTEMS WILL BE HEAVILY FEATURED FOR MANY  
YEARS AHEAD.  
B) TRADE MISSION  
C) MAY 1979

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8. MARKET RESEARCH: POST CAN DO LIMITED MARKET  
SURVEYS IN SUPPORT OF EACH EVENT, AS WE HAVE DONE  
IN PAST. HOWEVER, WE URGE COMMERCE CONSIDER SERIOUSLY  
POSSIBILITY OF INITIATING IN ADVANCE OF FY 1979 A  
COUNTRY STUDY FOR SAUDI ARABIA WHICH WOULD INCLUDE  
ABOVE THEMES AND OTHERS. THIS WAS SUGGESTED IN  
DRAFT FY 1978 CCP.

9. WE HAVE LEFT OUT THE OBVIOUS CONSTRUCTION AND BUILDING MATERIALS CATEGORY BECAUSE A) WE EXPECT A MISSION THIS THEME IN FY 1978 AND B) IOGA STATE TRADE MISSIONS YET UNBORN WILL UNDOUBTEDLY INCLUDE REPRESENTATIVES TO COVER THIS SUBJECT.

10. IN VIEW OF REFS B, C AND D AND WORK ENTAILED IN THEIR PREPARATION EMBASSY QUESTIONS NECESSITY OF DEVOTING TIME TO RE-HASH IT ALL ABOVE COMMERCE COULD CULL OUT THE ABOVE FROM POSTS WHICH SUBMIT SIMILAR MESSAGES.

11. UNLESS BROCHURES CAN BE RECEIVED ONE MONTH IN ADVANCE, MISSION WILL HAVE LIMITED SUCCESS. WE WILL BE RELUCTANT TO HAVE ANY MISSION COME HERE WITHOUT AT LEAST 200 BROCHURES AND ALSO PROCUCT LITERATURE WELL IN ADVANCE. ADEQUATE PROMOTION OF MISSION NOT POSSIBLE WITHOUT THESE. 6TMS ARE THE POSTS LIMIT IN CONSIDERATION STAFF LIMITIONS AND CLOSED PERIODS SUCH AS RAMADAN AND HAJ WHICH REPRESENT SOME 12 WEEKS OF TIME EACH YEAR. THERE MYST BE PREPARED FOR AT LEAST 3 DAYS STAY IN JIDDA, 2. IN RIYADH AND 2 1/2 IN DHAHRAN. ADVANCE PERSONS SHOULD ARRIVE AT LEAST ONE MONTH PRIOR TO MISSION. MISSIONS SHOULD COMPRISE ON MORE THAN 8 FIRM REPS PLUS 2 TO FOUR GENERAL DIRECTORS INCLUDING VIP OF STATE AND COORDINATOR, BANDERS, ETC. MISSIONS SHOULD BE PREPARED WORK SATURDAYS AND SUNDAYS AND REALIZE UNCLASSIFIED

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THURSDAYS AND FRIDAYS ARE LOCAL WEEK AND HOLIDAYS.  
PORTER

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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009